

**California Children and Families State Commission  
United Way, 1922 The Alameda  
San Jose, California  
September 16, 1999**

**I. Call to Order**

The meeting was called to order by Chair Reiner at 9:30 a.m.

**II. Roll Call**

Commissioners present: Kim Belshe, Sandra Gutierrez, Susan Lacey, Bob Ross, Rob Reiner, Patty Siegel, Louis Vismara

Ex Officio commissioners present: Margaret Fortune, Ed Melia

**III. Approval of Minutes**

Commissioner Belshe moved to approve the minutes of the August 18, 1999 meeting. Commissioner Lacey seconded. The motion passed with a vote of 7-0.

**IV. Report From the Santa Clara Children and Families Commission**

The Santa Clara Commission welcomed the State Commission to Santa Clara. They reported that they have just finished their needs assessment process and have identified 9 central needs. They have developed a vision statement with goals and objectives and have been able to get extensive community involvement and input. They are now going out into the community to get input from the community on strategies. They have been part of the Community Dialogue process that is working on community engagement. They have also identified some areas where data needs to be developed.

**V. Chairman's Report**

Chair Reiner reported that since passage of Proposition 10, cigarette sales has decreased by 30%. The goal of the campaign was to have a reduction in cigarette consumption by 25% over the next ten years. The ultimate goal of the Initiative is to have the revenue stream end. Reiner reported that since cigarette smoking is not expected to end overnight that the Commission will be able to be thoughtful in planning how to demonstrate successful outcomes.

Chair Reiner reported on a field poll regarding the Proposition 10 repeal. When all voters were asked how they would vote on the repeal they responded with the following: 36% yes, 59% no, 5% do not know. The vote to repeal Proposition 10 will most likely be on the March ballot.

## **VI. Executive Director's Report**

Executive Director, Jane I. Henderson, Ph.D. introduced Joe Munso, the new Chief Deputy Director of the State Commission. Mr. Munso comes with a broad background including positions with the Department of Health and the Department of Social Services.

Dr. Henderson reported that in the coming week regional workshops with Mark Friedman would be held according to the following schedule:

September 21 – Bakersfield

September 22 – Sacramento

September 23 – San Jose

September 24 – Orange

October 18 – Redding

These workshops will be an opportunity for local commissions to begin to work with the results based accountability model.

Dr. Henderson reported that the State Commission now has a roster of all County Commissions. It is expected that these rosters will be updated as commissioners are appointed. All local commissions will receive a copy of the directory.

Dr. Henderson reported that the projected amount of funds to be distributed to local commissions on October 18 or thereafter will be \$330 million.

Dr. Henderson announced that there would be a workshop on October 1, 1999 in Mt. Shasta to follow the northern county Children's Summit. The workshop is targeted at helping counties who will receive less than \$1 million in Proposition 10 funding. The workshop will be an opportunity for these counties to give input on their local needs for technical assistance.

Bob Ross asked that there be an analysis of the cost savings due to Proposition 10. Chair Reiner commented that he had asked RAND to put together a cost analysis of intervention programs. There is very little data to draw from and there are only two longitudinal studies, Davis Olds and the Perry Pre-School Study. He added that there would need to be a strong research component to show the net impact of Proposition 10.

Sandra Gutierrez noted that there may be some counties that did not receive their planning dollars and asked what kind of assistance can be provided to those counties. Dr. Henderson responded that she and her staff would continue to work with these counties to make sure all local commissions are up and running.

## **VII. Report From the Guidelines Advisory Committee**

Patty Siegel, Chair of the Guidelines Committee reported on the process that the Guidelines Committee had gone through to develop the guidelines. The Guidelines Advisory Committee is made up of 4 local commissioners, 4 foundation representatives and 4 community representatives. The Guidelines Committee held 6 meetings throughout the state from those meetings a set of draft guidelines was produced and presented for public input at two public hearings in Los Angeles and Sacramento.

During the public hearings there were a number of programs that were suggested for inclusion in the Guidelines. This information fits more within a best practices resources and has been referred to the Technical Assistance Advisory Committee.

Chair Reiner and Patty Seigel noted that the guidelines are a “living document” and are not designed to be prescriptive. Seigel commented that Proposition 10 is an opportunity to do what hasn’t been done before and that local commissions look at this as a chance to do something new.

Jane Henderson reported that there were many suggestions for additions to the guidelines and also requests for brevity. Some of the changes that were made to the draft included the addition of helpful resources in a section called resources and references. The strategic planning section was expanded with greater emphasis on results based accountability and community and capacity building. The program areas were modified to become more focused with more suggestions for integrated strategies, thus there are some redundancies. Henderson added that one of the areas that were not developed in the guidelines was fiscal strategies. Thus, one of the things the Technical Assistance Advisory Committee will be doing is to issue some quick fiscal strategies information and then on a more long term basis the fiscal implications and strategies.

Dr. Henderson reported that the guidelines would be put into a binder format with tabs and color-coding and would be as user friendly as possible. An executive summary would also be issued.

## **VIII. Consideration, Discussion and Approval of Proposed State Commission Guidelines**

Motion: To adopt the draft guidelines

Moved: Patty Seigel

Second: Sandra Gutierrez

Discussion:

Bob Ross commends Patty Seigel as chair of the Guidelines Committee. Ross comments that the core of the guidelines are within pages 1-22 and then there is resource information. He added that the 4 commandments are on page 8 and that he felt that these don’t stand out enough. He also commented that he would like some more emphasis on foster care.

Sandra Gutierrez commented that it is a common error to look in the guidelines document to see if your work is represented, but that this document needs to take a broader view. She commented that she was uncomfortable with the terminology of “best practices” because it is a little narrow. Reiner responded that best practices have not yet been created and that Prop 10 is an opportunity to create best practices. He added that practices that are termed best practices provide some examples of what is working. For example, Healthy Families of America is now 14 years old and is considered a best practice. Louis Vismara added that it would be important to build in assessment so that we know the outcomes. Gutierrez noted that one of the challenges of best practices is that not all of these practices will work in all communities and that there needs to be care in using this terminology. Patty Siegel added that there are also “emerging practices” that are noteworthy. Ed Melia commented that any program that he has been involved with has been evaluated, but that many programs begin as demonstration and are

not taken to scale. He emphasized that the key is how is this leading to a seamless system of integrated services.

Kim Belshe commented on the public relations aspect of the guidelines document. She suggested that staff be strategic in how the information is presented and that a consolidated executive summary would be helpful for those who don't want to read the entire document. Patty Siegel responded that due to the requirements of the Statute it was difficult to reduce the size of the document.

Bob Ross suggested that in the summary pages 4 and 5 that information should be added on the process used to develop the guidelines and that on page 5 #3 the section on long range financial planning needs to be augmented.

#### Public Comment:

Betty Seimer, Community Member commented that there needs to be parent education and support for children in family day care.

Mark Friedman, Alameda County Commission commented that a distinction can be made between best and promising practices. He suggested the guidelines mention that long-term outcomes can occur as a phased processes. For example, the long-term outcome may be universal home visiting, but this will not be possible to implement immediately. He also suggested that there be a section on media in the guidelines. He announced that there would be a meeting in Alameda County on September 27<sup>th</sup> to talk about a media strategy for the Bay Area.

The Latino Association of Child Care Providers thanked the Commission for having the meeting and expressed her concern that the Latino community in Santa Clara County had not been involved in the local planning process despite the high percentage of Latino children in the community. It was suggested that there needs to be some way to engage the Latino community in the process. Patty Siegel commented that the Guidelines would be translated into Spanish. Margaret Fortune mentioned that one of the challenges is how to outreach to get diverse representation and that perhaps workshops could be developed on this topic.

A community member from Chico suggested that there be something in the guidelines about rural health and aural.

A representative of Inclusive Child Care commented that there still needs to be some changes in the language related to special needs children and that there is nothing related to children's mental health. She added that there is limited availability of newborn hearing screenings. She asked that there be more emphasis on the involvement of parents in the strategic planning process and that there may also be best practice suggestions from parents. She suggested that on page 8, #4, parents be emphasized.

The Mexican American Legal Defense and Education Fund commended the State Commission for using inclusive language, p.21 point 3, but asks that there be some caution in the discussion of integrated services due to the fact that some families and children might not be eligible for all of the services in an integrated system.

Member of the San Mateo Commission commented that child abuse cuts across economic lines and that all children who are at risk or victims of abuse be included. Additionally, children in homes with domestic violence are considered to be abused. Reiner commented that this was very important and that more education and information was needed around this issue.

Representatives of Youth Development suggested that p. 59 needs to refocus on foster care since 80% of incarcerated adults were in foster care system and that an ethnic breakdown of children needed to be added since there are a disproportionate number of certain groups in placement

Representatives of Crystal Stairs noted that on p. 47 there is no reference to children who are born HIV positive.

Ed Melia commented that there needs to be a process for ongoing amendment of the guidelines document. Reiner suggested that it could be reviewed annually with public input. Mickey Richie suggested that there be a statement in the document saying that this would occur.

Louis Vismara said that he hoped that there would be media messages that will go out to parents and Patty Siegel suggested that a catchy video be developed to reach out to those who might want to be involved in the implementation of Prop 10.

Seigel. Develop a catchy video. As a way to reach out to those who want to be engaged.

Vote: Vote to adopt the draft guidelines.

Unanimously approved.

## **IX. Report From the Technical Assistance Advisory Committee**

Ed Melia, co-chair of the Technical Assistance Advisory Committee reported on the issues discussed at the last meeting on September 15<sup>th</sup> and current projects of the Committee.

1. Survey of Local Commissions' Interest in Technical Assistance. The Committee distributed a survey to local commissions for feedback on their current needs for assistance around strategic planning. The results from this survey will be available at the next meeting.
2. Frequently Asked Questions. A document with the top 25 frequently asked questions pertaining to Proposition 10 is being developed with a compilation of questions that have been posed to Chad Griffin, Jane Henderson and through communication with local commissions. This is expected to be released within the next few weeks.
3. Effective Practices. The Committee has been discussing ways to provide local commissions with information about current effective practices. One of the first steps will be to develop a tool to help them assess whether practices fit within their communities and within the intent of the Statute. This tool will be developed by the next meeting. In the long term the State Commission will be able to develop its own effective practices that emerge through the implementation of the Statute.

4. Peer to Peer Assistance. The Committee has discussed ways to help facilitate peer-to-peer networking among commission staff and local commissioners. There are short-term plans for informal networking and more formal networking at the state and regional level targeted for the Spring.
5. Fiscal Strategies. The Committee has discussed at length the issue around fiscal strategies for local commissions to maximize the use of Proposition 10 dollars in their local communities in combination with other State and Federal resources. The Committee is looking at ways to share existing information on fiscal strategies and currently available sources of funding for the target population with local commissions. And in the long term to identify new strategies.
6. Engaging Diverse Individuals in the Process. The Committee has received feedback that there is a need for technical assistance around engaging a broad range of individuals in the planning process.
7. Strategic Plan for the Technical Assistance Committee. The Committee has begun its own planning process to determine that best ways to identify the needs for technical assistance and the delivery strategies for providing technical assistance at the local level.

Sandra Gutierrez suggested that it may be possible to use the results based accountability model to work on the issue of diversity and asked that this topic be added to the Technical Assistance Advisory Committee's future discussions.

Patty Siegel commented on the topic of fiscal strategies and leveraging funds. She noted that there are not opportunities to leverage child care and parent education funds: There are more opportunities to leverage health care funds, but the need is the least in terms of what is available. She reminded the Commission to think more globally.

## **X. Report from Communications Director Regarding State Communications and Media Campaign**

Kristina Parham, Communications Director presented this report. She presented the current communications strategy with the following goals:

1. Define what proposition 10 is to the community
2. Raise awareness of key issues.
3. How do we integrate information
4. Draw families to existing programs and what Prop 10 is funding
5. Motivate behavioral change
6. Create a program that reaches all of CA diverse audience

The four focus areas for communications include:

1. Paid advertising. This is seen as social marketing that is research based to reach the targeted audience. The process will include input from advisory groups that know their communities and partnerships with local commissions to leverage the messages. The goals will be to increase public awareness and bring people to services and will be both statewide and regional.
2. Public Relations for the State Commission. This includes interviews and media events.
3. Communicating and Working with the Local Commissions

4. Outreach to the Users. Will include the development of materials that reach people with the recognition that people don't receive information in the same way.

One of the tools for communication will be the development of a website. Ms. Parham commented that this will be a way to link people to Proposition 10 related information, but it is only one a variety of venues for information.

#### Current Communications Priorities:

1. Start getting out a message for broad public awareness as soon as possible. As a first step the State Commission may be able to build on existing state contracts and campaigns.
2. Work with a design team to get a logo and Commission "branded" materials.
3. Develop the State Commission Website
4. Build working groups to bring in different communities to be involved in the planning process.
5. Will be assessing what else is out there in order to not duplicate and potentially partner with other groups. For example, much of the anti-tobacco information is consistent with Prop 10.
6. Working with local commissions to coordinate state and local communications.

Ms. Parham asked that the commissioners contact her prior to doing interviews related to Proposition 10.

Kim Belshe commented that there is some expertise in the Department of Health Services and that there is a need for both a statewide and a local approach. She suggested that regional and/or community specific contractors be identified and that it may be possible to set up a way to grant to local groups.

Gregory Fearon of Marin suggested that there be some way of sending out a message telling the public how they can get involved.

A member of the public asked if there would be some kind of accountability process built into the media strategy on cultural inclusion. Ms. Parham responded that this would be included in the research component of the communications strategy.

A member of the public added that partnering with public television could be an important way to get the message out.

Elena Ong suggested that interviews in parenting magazines, Parents & Me classes, the Health section of newspapers and pregnancy tests could be additional ways to reach consumers.

## **XI. Report from Kim Belshe and Bob Ross Regarding State Commission Expenditures**

Kim Belshe and Bob Ross presented their report on a strategy for getting community input on the State Commissions' 20% of the revenues from Proposition 10. Ms. Belshe presented an outline of an approach for the Commission's consideration. In conjunction with the next 4 State Commission meetings the Commission would work with local commissions to identify local experts to come together over lunch to share issues unique to the local communities. Following the lunch there would be a broader community discussion. Ms. Belshe and Bob Ross proposed that they distribute a proposed process to the other Commissioners for input.

The Commission discussed how to proceed with the process with additional considerations around convening local commission members without violating the Brown Act, being inclusive of the local community and developing a process that results in meaningful input that can be used by the Commission in determining how to expend its portion of the revenue. Staff was directed to work on developing a process to move forward with Dr. Ross and Ms. Belshe.

## **XII. Public Comment**

A member of the public from Santa Clara- working parents is a population that is often underrepresented. Both working and non-working parents may have difficulty attending Commission meetings. It was suggested that meetings be held in the evening with child care.

A representative from the Riverside Commission commented that they have the same issues at the local level and that even when meetings are held on weekends and during the evening it is difficult to get parents to attend. It was noted that even when parents are not in attendance other groups represent them.

A member of the public asked how they could be involved in the repeal process. The Commission itself cannot lobby against the repeal. Mr. Reiner will be working on this outside of his role as chair of the Commission.

## **XIII. Adjournment**

Moved: Rob Reiner  
Second: Susan Lacey

The meeting was adjourned at 2:06 p.m.